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62,61

ROSE
GOLDEN
CLIMBER

U. S.
Plant Patent
No. 28



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JACKSON & PERKINS
BEST SELLERS
FOR SEASON 1935

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Presenting...

JACKSON & PERKINS MONEY MAKING ROSE NOVELTIES *for* 1935

THIS is the first presentation of Jackson & Perkins Rose Novelties to be featured during the 1935 season. In this list will be found three striking, brand-new creations. Here, too, are seven money-making leaders for the 1935 season, printed in full color. Together they represent Jackson & Perkins selections of the best the world has to offer. All have been tested in the Jackson & Perkins Research Gardens in Newark to make certain of their commercial success.

**Backed by Strongest Advertising
Campaign in Rose History**
SALES HELPS FURNISHED DEALERS

In advance of the 1935 planting season, Jackson & Perkins Rose Specialties will be advertised in the big national magazines. This year the story of these new Roses will reach more possible buyers than ever. Before the time of actual planting, over twelve million Rose-lovers will be told about these popular new varieties. These advertisements, some in striking full color, will be working for you, bringing you customers. Not only will Jackson & Perkins create a demand for these Roses, but this season they will supply dealers with the most complete program of sales helps in their history. Mats will be furnished for newspaper advertisements, cuts for catalogs, and, in addition, a giant newspaper broadside will be furnished all who sell Jackson & Perkins Roses in large quantities.

The 1935 season will prove a profitable one if you feature these fast-selling Roses. Place your order early to make certain that you have a sufficient supply to meet your requirements.



These and other great national magazines will be used to tell garden-lovers about Jackson & Perkins Rose introductions.



ROSE, MARY HART

U. S. Plant Patent No. 8

A most unique and striking red sport of Talisman. Bud is maroon-red, opening to well-formed blossoms of deep, velvety blood-red with overglow of amber. Unlike most red Roses, Mary Hart does not wilt or dry when cut, but opens perfectly. It equals, or is better than Talisman as a producer, with sturdier, heavier stems, and is a strong grower. Mary Hart is a Rose all Rose-lovers will want in their garden.

RETAIL PRICE **\$1.00**



ROSE, GOVERNOR ALFRED E. SMITH

U. S. Plant Patent No. 62

First-class bedding variety. Artistic bud evolving into a large, rounded Rose, shaped like a "bomb" peony. A mixture of salmon and gold with a deeper tone on the outside of the petals. Sweet fragrance. A free bloomer and an unusually hardy plant. An easy Rose to grow.

RETAIL PRICE **\$1.50**



ROSE, SOUVENIR

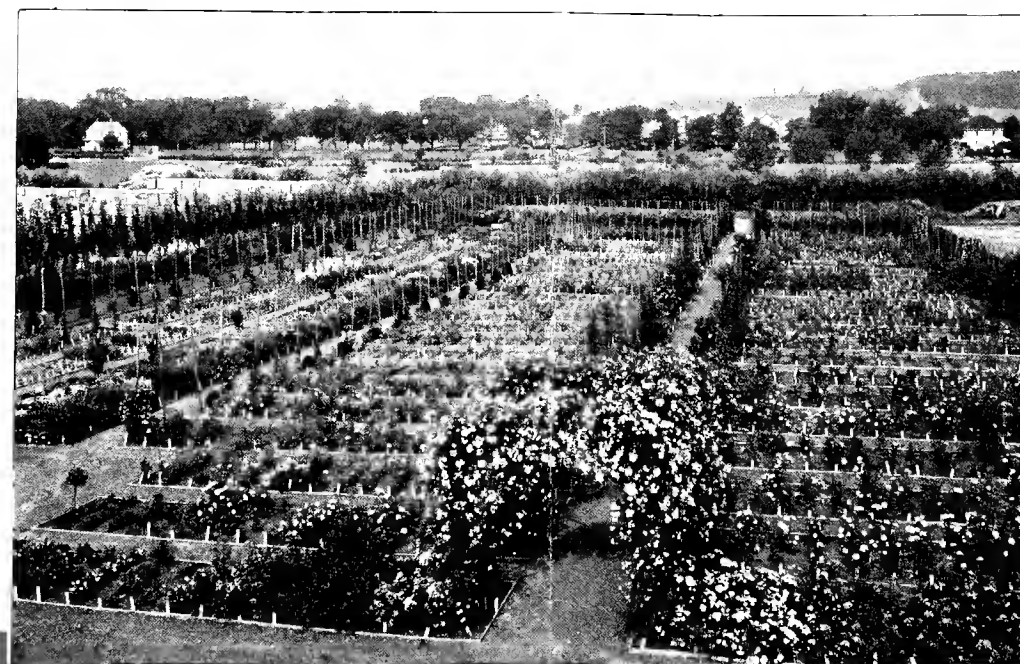
U. S. Plant Patent No. 25

A spring, 1933, novelty everblooming Hybrid Tea Rose, and one of the best sellers of the season. Souvenir (a golden yellow Talisman) was the outstanding gold-medal winner in the 1932 American shows. Its bloom is a rich, deep golden yellow, and it is a prolific producer of fragrant flowers for cutting. It has all the desirable qualities of the popular Talisman, from which it originated. Souvenir has been featured in advertising in conjunction with Blaze.

RETAIL PRICE **\$1.00**



ALL VARIETIES TESTED IN OUR RESEARCH GARDENS



JACKSON & PERKINS RESEARCH GARDENS, NEWARK, NEW YORK STATE

TACK THIS FOLDER ON YOUR WALL

This folder has been arranged so that when opened it makes an attractive and helpful wall display. Tack it up in office, display-room, or other prominent place.

Only by thorough testing under varied conditions is it possible to determine which new Roses are suitable for wide-spread planting. That is why Jackson & Perkins have developed their immense Research Gardens at Newark, New York. The choicest new Roses, produced by experienced hybridizers in all parts of the world, are sent to Jackson & Perkins for observation and development. Only those Roses which have been fully tested and found suitable in every way are offered for sale. There is no need to run the risk of disappointment with untried Roses when Jackson & Perkins' magnificent varieties have been completely tested and proved for you.

ROSE CREATIONS

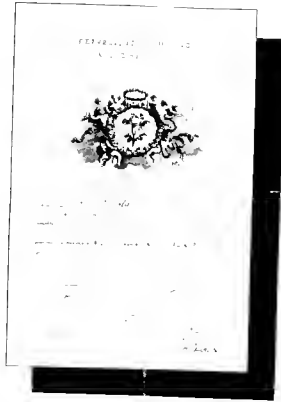
Disseminated
by JACKSON & PERKINS COMPANY
NEWARK, NEW YORK state

The illustrations on these pages give an idea of the loveliness that awaits the grower of Jackson & Perkins Rose Novelties. Only the very finest the world has to offer have been tested and developed. Here you will find exquisite new varieties—both Climbers and Hybrid Teas, profuse bloomers for arch or porch pillar, lattice or pergola, and lovely new types for cut-flowers and garden display. Each is an outstanding achievement in Rose culture. These lovely Jackson & Perkins Roses are presented here for your selection.

NEW HARDY CLIMBING ROSE GOLDEN CLIMBER (Mrs. Arthur Curtiss James)

U. S. Plant Patent No. 28
The Hybrid Tea-flowered Climber. The most interesting and unusual feature is that its hardiness is combined with blooms of Hybrid Tea type and quality, long lasting and almost always solitary on stems often 18 inches or longer. It is very hardy. Golden Climber received the Gold Medal of the Mass Horticultural Society, the American Rose Society, and the Certificate of Merit of the National Rose Society of England.

RETAIL PRICE **\$2.00**



The highest possible honor was bestowed upon BLAZE, a Jackson & Perkins Novelty Rose, when it was awarded the 1933 Certificate of Merit at the Bagatelle Gardens in France, the very highest award to be granted any Climber!



CLIMBING ROSE, BLAZE New Hardy Everblooming Scarlet Climbing Rose

U. S. Plant Patent No. 10
Acclaimed by the Nation as the only hardy everblooming scarlet Climber. It has every element to insure its success, for Blaze combines the vigor, beauty, and hardiness of Paul's Scarlet Climber with the everblooming qualities of a favorite everblooming Rose. Will do everything that is to be expected of a Climbing Rose, and more.

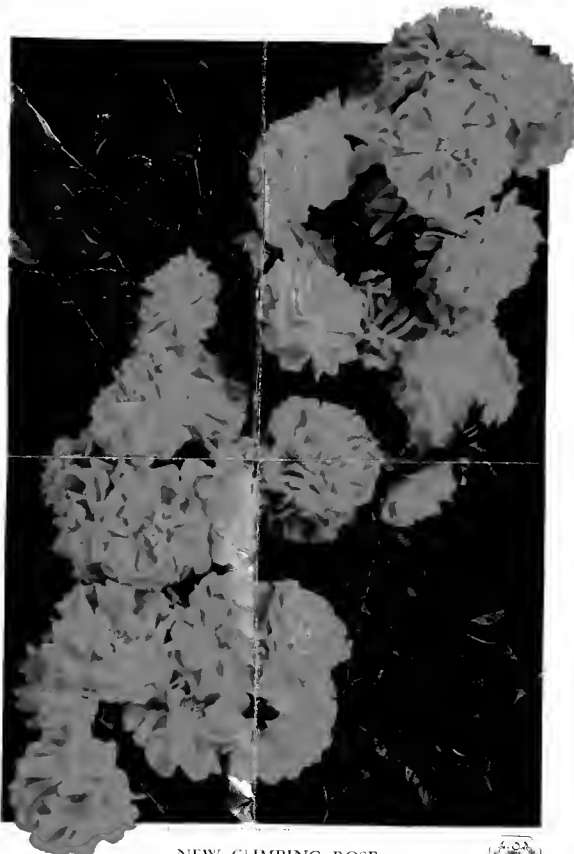
RETAIL PRICE **\$1.50**



NEW HYBRID TEA ROSE NIGRETTE

U. S. Plant Patent No. 87
"The Black Rose of Sangerhausen." The cup-shaped flowers are an intensely deep maroon with blackish velvety sheen, and are deliciously fragrant. It is the darkest of Roses, appearing almost black from a little distance. The plant is continuously in bloom, spending most of its energy in forming blossoms. (Originator's description.) This sensation of the European Rose world, so widely publicized last summer, is now available for the first time in this country. (Late fall or spring only.)

RETAIL PRICE **\$2.00**



NEW CLIMBING ROSE PRINCESS VAN ORANGE

U. S. Plant Patent No. 106
Sensational climbing sport of the orange-scarlet Polyantha, Gloria Mundi. It has strong growth and rich green foliage. The branches are literally covered with masses of blazing Gloria Mundi flowers in Polyantha like trusses. The most talked of European climbing novelty in many years. Every garden lover will desire at least one of this dazzling new Rambler.

RETAIL PRICE **\$2.00**



ROSE, COUNTESS VANDAL

U. S. Plant Patent No. 38
The Rose of Roses! "Countess" has been enthusiastically received by Rose-lovers. Its long, pointed bud, its distinctive shadings of coppery bronze suffused with soft gold, and its form are a continuous "move" developing new beauty at all times during its long life. Countess Vandal has been the sensation of all foreign shows, winning all medals and trophies in 1931 and 1932, and has been widely acclaimed in American shows. Many thousands have admired the large bud at the Century of Progress Exposition. The plant is vigorous and blooms unceasingly throughout the summer. A leading seller among Hybrid Tea Roses.

RETAIL PRICE **\$1.00**



NEW ROSE, TOKEN

U. S. Plant Patent No. 95
Large, Ophelia-shaped bud. The medium full flowers are a unique color—the glowing tone of a rich sun-ripened apricot without any shading, gradually finishing soft coral, —pleasing at all stages. A very free bloomer with the good plant habit of its mother, Mme. Butterfly. Foliage healthy and disease-resistant. (Late fall or spring only.)

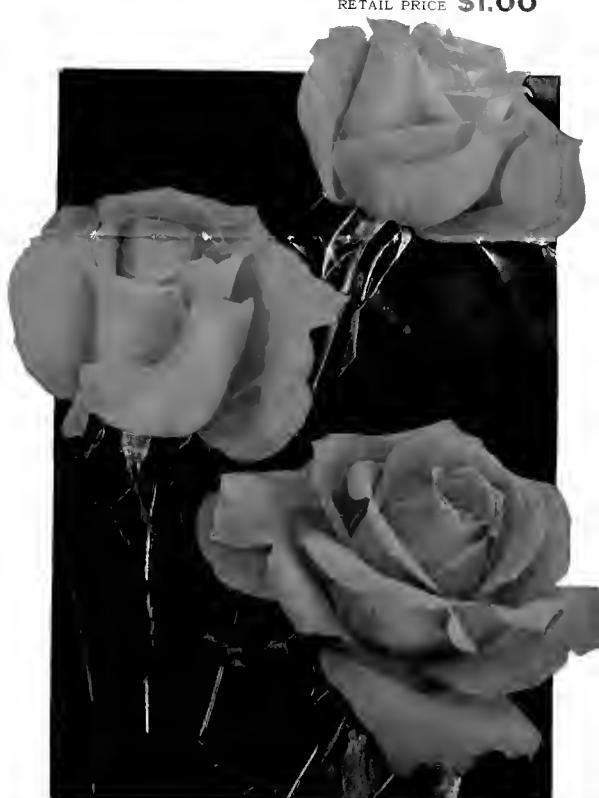
RETAIL PRICE **\$1.50**



NEW EVERBLOOMING ROSE AMELIA EARTHART

U. S. Plant Patent No. 63
Truly a "magnum" Pernet, large, yellow, vigorous. Large ovoid bud, cream with blushes; flowers very full, graduating from a deep yellow center to an outer collar of large cream petals with a blush overtone; extremely fragrant. Strong grower; free bloomer. Leathery dark green foliage. A worth-while addition.

RETAIL PRICE **\$1.50**



NEW ROSE BETTER TIMES

U. S. Plant Patent No. 23
Interesting long crimson buds open into brilliant cerise-red flowers that are large, double, delicately fragrant, and are produced on long, strong stems. They are excellent for cutting. Foliage is leathery, dark green. A very free, full bloomer. Its success is indication of the name. (Late fall or spring only.)

RETAIL PRICE **\$1.50**

